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International Data Corp.
P.O. Box 955
Framingham, MA 01701

Attn: Mike Hovagimian

International Data Corporation's Resellers File can do all these things for you. How? By offering detailed information on more than 6500 resellers — each representing a potential sales lead for your company's products. We can help you to:

- Locate new channels of distribution.
- Improve the effectiveness of direct mail promotions.
- Conduct telemarketing campaigns targeted at select groups of prospects.

The three types of Reseller Files available are:

1. Value Added Resellers — more than 4000 companies that are adding value to and reselling other manufacturers products.
2. Non-Value Added Resellers — more than 2000 dealers, distributors, brokers, manufacturers reps and other companies that are moving DP-related products in quantity.
3. Retail Stores — more than 2500 store-front businesses that are selling computer products.

THE RESELLERS FILES CAN & SHOULD PLAY A VITAL ROLE IN THE SUCCESS OF YOUR MARKETING PROGRAM!

The information on each Reseller includes:

COMPANY INFORMATION

- Name, Address and Phone Number
- Number of Employees
- Year Established, Annual Sales
- Key Corporate Executives
- Target Industries & Applications

PRODUCT INFORMATION

- Types of Products Resold
- Manufacturers' Names
- Model Numbers
- Approximate Quantities Resold
- Value Added (where applicable)

Maintenance:

The file is maintained in an on-line mode with a full time staff monitoring the industry press for changes and updates. In conjunction with our ongoing daily efforts, our telemarketing staff contacts each company directly at least twice each year to insure that our information is current and accurate.

- Attractive discounts are offered for multiple file purchases.
- Custom Selections are offered—the data can be organized and delivered to meet your exact needs.
- The files are deliverable in hard copy, 1/2" tape, and on IBM diskettes.

Contact Mike Meaney today at 617-872-8200 to discuss how IDC's Resellers Files can benefit your organization.



- I am interested in learning more on How IDC's Reseller Files can work for me.
 I would like to know more about IDC's Enterprise File which includes information on over 10,000 of the Computer Industry's Vendors.
 I would like to learn more about IDC's Worldwide End User Computer Installation Data Files which identify approx. 200,000 systems installed at over 10,000 locations throughout the world.

Name _____ Title _____

Company Name _____ Telephone # _____

Address _____

City _____ State _____ Zip _____

INCREASE YOUR PRODUCT EXPOSURE and EXPAND YOUR SALES AND MARKET SHARE via IDC's RESELLERS FILES!

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